

Regent candidate plans to 'lay it on the line' in campaign

Due to the inadvertent switching of headlines on page 1 of the Oct. 12 Gateway, the following story on a student president/regent candidate is reprinted. — Ed.

By HENRY CORDES

UNO is a business and should be run like one.

That's the position adopted by Murray Kutler, who became the third student to declare his candidacy for UNO student president/regent.

He joins Student Senate speaker Guy Mockelman and Student Sen. Mike DeBolt in the race, which will conclude with the Oct. 24-27 student elections.

Unlike his opponents, Kutler has never been a member of the UNO Student Government. But the 24-year-old biology major said he has other advantages.

"There are basic things that need to be done in business that can apply to UNO," he said. "I've owned and operated several successful

businesses. UNO is like any other business. I can make it a successful one."

Kutler said he has operated interior decorating and paint contracting businesses. He declined to say how he defined "successful" in reference to the businesses.

Kutler said this business-like approach is the only way to deal with the NU Board of Regents.

"They're not politicians; they're businessmen," he said.

He added that past efforts to reason with the regents have been like "standing trial and being judged by a stacked jury."

"I think the past speaks for itself," he said.

"The past approach hasn't accomplished anything. If anything, we're in the hole."

Kutler said since the regents aren't providing UNO with the money it needs, the university must take its own business initiatives.

He suggested increased public relations efforts to improve UNO's image and gain more support from the community. He also suggested more UNO-sponsored fundraising events, such as rock concerts, dinners and school parties.

Kutler emphasized those are just a few of the

ways UNO can do better business. He said he has other ideas.

"But like any good businessman, I won't let all my cats out of the bag," he said.

Kutler also plans to form a committee of 10 to 15 students which would survey students around campus. Rather than poll 100 to 500 students, he said he hoped to reach "thousands" to get a clear idea of students' need.

Kutler said budget reductions were what made him decide to run for student president/regent. He said he has seen UNO "go down the tubes" in the two and one-half years he's been here because of them.

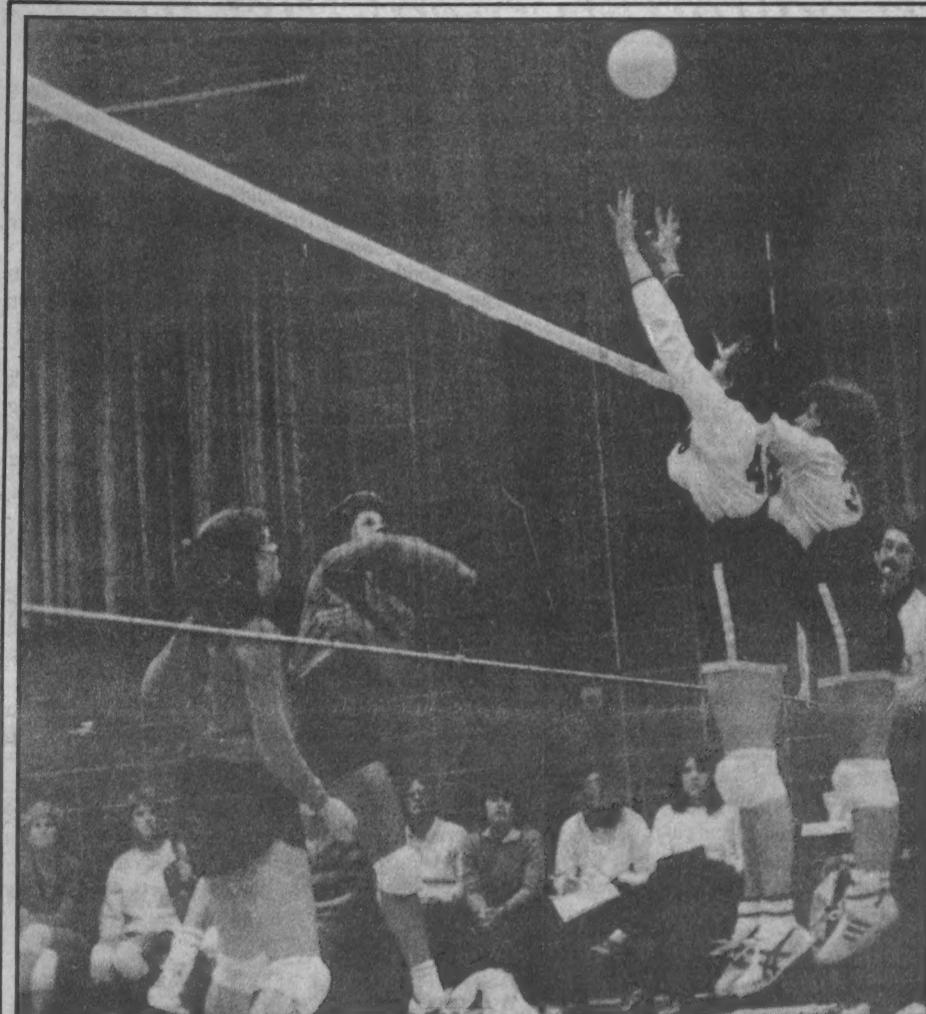
"Basically, I'm a little tired off," he said.

A lack of experience in Student Government shouldn't be a detriment in the campaign, Kutler said. He said he is familiar with the issues.

"Student Government teaches you protocol more than anything," he said. "Protocol can't be any more difficult than organic chemistry, and I'm doing great in organic chemistry."

Kutler expects a successful campaign. He said he plans to put all his efforts into it.

"I'm a gunner," he said. "I don't like to tap dance. I just like to lay it on the line."



Double blocking

Kearney State players try to block a UNO spike. The Lady Mavericks defeated Kearney State 15-10, 14-6, 15-4, and the College of St. Mary 15-8, 15-12 Tuesday night at the College of St. Mary.

Gay/Lesbian group sets goals

"We want people to know we're ordinary students like everyone else," said Tom Cristo, board member of the UNO Gay and Lesbian Student Organization.

Cristo recently reorganized the organization. It had been inactive for about two years.

"The group is kind of nebulous right now," said Cristo. Willie Munson, former advisor to student organizations, assisted Cristo in the initial stages of development, he said.

The organization plans to invite guest speakers, such as an officer from the UNL Gay and Lesbian Organization, to help establish guidelines and create ideas for the group.

Twelve males attended the inaugural meeting in September, said Cristo. The 12 were enthusiastic about the group but more members are needed, he said. There are currently no female members, he said.

The goals of the organization are to promote gays and lesbians socially and politically, according to Cristo.

"There are no human rights for gays per se," said Cristo. "It is something we have to work at."

"We want people to recognize the fact that we do not choose our sexual preferences. We are born with them."

"We are just as proud as heterosexuals."

The organization's objective is to establish a positive relationship with the community and alleviate discrimination, he said.

Planned projects of the group include a fundraising event for the Good Fellows Organization and an AIDS benefit.

Members also hope to conduct a panel discussion in human sexuality classes at UNO to inform students about gays and lesbians, he said.

The organization meets once a month. Arrangements for times and places are printed in classified ads two weeks prior to each meeting, said Cristo.

Opponents of the group have torn down posters which publicize the organization, Cristo said.

"But we'll keep putting them up," he said.

Al Karle, manager of building services, said the posters were approved.

Professor writes communication guide for nurses

By PAULA THOMPSON

Robert Carlson, associate professor of communication at UNO, has done extensive research on communication in the nursing profession.

Carlson spent the last two weeks researching and writing "The Nurses' Guide to Better Communication," a 128-page paperback, which was released in late September.

The book is one of 12 in a series of communication guides written for working professionals. Others include guides for physicians, attorneys, police officers, government officials and engineers.

This type of series has never been done before, said Carlson. Each book is written by experts in specific communication fields who were chosen by the two series editors.

The editors asked Carlson to write the nursing guide after hearing him give a presentation on the subject at a convention in Chicago in 1980.

The initial research was done in the summer of 1981 with a fellowship from the University Committee on Research. In addition, he had the nursing expertise of his wife, Mary, a nursing professor at Creighton, and Margaret Kidwell Udin, a clinical nurse specialist at Meyer Children's Rehabilitation Institute.

The communication guide is targeted at the working nurse involved in primary nursing functions who has to communicate with patients, co-workers and other health care professionals daily.

The book, which costs \$7.95, can be used for workshops, private reading or as a supplementary text in nursing courses.

"It gives some very sound theory about communication based on extensive research and is phrased in such a way that the theory will be applicable to day-to-day situations," said Carlson.

A large part of the book is based on interviews with working nurses from all over the country. There also are several hypothetical questions and situations for readers to think about.

"It is not designed with answers, but (rather) to help them find their best communicating style," said Carlson.

The main point of the book is that effective oral communication is a major factor in effective nursing.

"To implement nursing and medical skills, a nurse needs sound communication skills," said Carlson.

Nurses are constantly in important communication situations.

Ann Anthone, a registered nurse at Bergan Mercy Hospital, said notifying a family that one of their relatives is dying is the hardest part of nursing for her.

"You don't know what to say. Nothing will comfort them," said Anthone.

Carlson's book offers suggestions on how to handle different situations by describing various interviewing techniques and communication strategies.

In the book, however, Carlson said the same method won't always work — each situation is unique, and a technique can be thought of as "good" or "bad" in different situations.

For instance, Carlson cites an example described by nurse Ruth Searight.

"We nurses always thought being professional meant never venting our anger or frustration in front of a patient. But then we met Gary Maine, a quadriplegic with chronic schizophrenia. To help Gary get in touch with his feelings, we had to let our feelings show."

Empathetic and therapeutic techniques failed to help this pa-



Carlson

tient improve. Finally one day Searight lost her temper and said, "If you don't drink this juice, you'll be wearing it."

Searight said the patient looked at her as if he was seeing her for the first time, started to laugh, then drank the juice.

Carlson said that nursing schools generally place limited focus on communication skills, but more and more are developing communication courses.

"I really feel they need classes geared toward their specific needs," he said.

Anthone, a 1981 graduate of the NU Medical Center, said that a nurse barely touches on nursing communication skills the first two years of nursing, but that the four-year bachelor program offers much more.

"We role-played a lot and went through different situations, learning effective ways to communicate," said Anthone.

Carlson believes that quality patient care requires more from nursing than technical skills as does Betty Kraft, assistant professor in the College of Nursing at the Med Center.

People who enter a health care agency are often already in distress, said Kraft. "Their communication skills are decreased and placed in jeopardy because of the stress they are under," said Kraft. "The nurse has to be enhanced to compensate for the decreased communication skill of the patient."

Carlson, who has taught communication courses at UNO for six years, received a master's degree in 1969 from Boston University in science communication and received his doctorate in organizational and interpersonal communication in 1978 from Purdue University.

In 1981 Carlson received the Speech Communication Association's Golden Anniversary Prize Fund Award, the highest research award in the field of speech communication, for an article he co-authored. The work was judged to be one of the five outstanding articles published in communication during 1980.

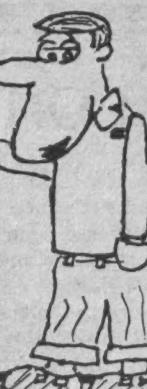
BIG MAX ON CAMPUS

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ΔΣΘ



News Briefs —

May Room called 'typical fast food'

Junior marketing major Chris Boicourt was crowned homecoming queen during last weekend's homecoming festivities.

"I feel it is an honor to represent UNO in its 75th anniversary," said Boicourt.

A member of Alpha Xi Delta sorority, the 21-year-old has served on the SPO special events committee and has participated in several intramural sports.

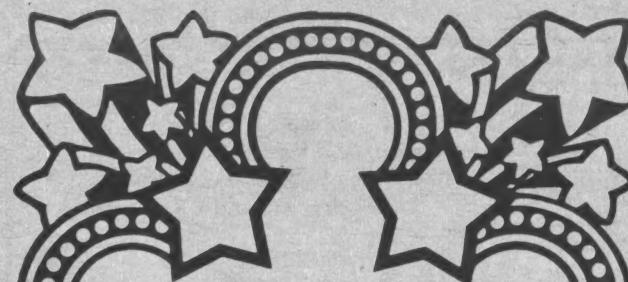
Boicourt was elected by UNO students over four other candidates.

No parking

Parking Lot V, located on the north side of the Student Center, will be reserved two times on Tuesday, Oct. 18. The lot will be reserved until 10:30 a.m. for a Nebraska ETV Commissioners meeting, and from 5 p.m. to 7:30 p.m. for a seminar held by the College of Home Economics in connection with the Diamond Jubilee.

Grant submission procedures

A one-hour workshop for deans and department chairpersons will be presented Monday, Oct. 17, at 2 p.m. in the Student Center Omaha Room. Sharon Davis of grants development will discuss the procedures for grants and contracts at UNO.



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4. Poems can be about any subject related to UNO. POEMS MENTIONING BOB KERREY AND DEBRA WINGER WILL AUTOMATICALLY BE DISQUALIFIED.
5. Deadline for all entries will be Nov. 16, at 3 p.m. Winning entries will be published Nov. 23.

Send your poems to:
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You can also drop your poems off at Annex 17 between 8 a.m. and 5 p.m. Monday through Friday.

Response to the remodeled UNO Maverick Room has been positive, according to Don Skeahan, director of the Student Center.

The number of people using the room has decreased, but Skeahan said that was expected.

Though use of the room is down, Skeahan said the combined use of the Maverick and Nebraska Dining Rooms is up this semester by about 400 students.

"I think we've handled the transition pretty well, and we'll get better," Skeahan said. "We haven't had too many complaints."

He said new products have been well accepted, especially the taco salad and chili cheese burrito, but that "we sell more hamburgers than anything else."

Students interviewed in the Maverick Room generally seemed satisfied with the new facility.

"It kind of reminds me of McDonalds or Burger King goes to college," said Tsamis Gregories. "It's typical fast-food, and the prices are reasonable," he said.

Shelly Buchanan, a freshman majoring in computer science, said the prices are OK, but "you could easily spend \$2.50 for lunch, and I can't afford to do that." She said her only other complaint was that the room "needs a good name."

"The food's as good as anywhere else," according to Bob Jorgenson, a junior majoring in geology. He said he uses the room about twice a week to eat and sit around. "I like it a lot. I think it's great," he said.

But one student interviewed expressed a concern. "I think it's too nice. I'm not sure if they'll keep it up," said Craig Rutherford, a junior biology major. "It's going to take a lot of responsibility to keep it clean. People will start sleeping here instead of the library."

Futurist speaks on modern education

During a recent visit to UNO, futurist/economist Robert Theobald criticized American education.

"I don't think we have education," said Theobald. "We have schooling. No one has a model for what education is about. It started when people decided it was important to learn to read, write and do figures. We now have 16 years of schooling because we just felt

that more was better."

Theobald, a former consultant to the United Nations and author of several books, including "Beyond Despair," was sponsored by the College of Public Affairs and Community Service.

Although he spoke to several groups of students and citizens on different topics during his visit, his main theme was education.

"If education doesn't prepare you for the life you're going to lead, it isn't relevant," he said. "To survive in the real world, we need cooperative skills rather than competitive skills. I don't want to measure people's ability to recall. I want to measure their capacity to cooperate."

Theobald said improving the quality of education hinges upon finding more people who

want to teach with students instead of at them. Classroom learning should be based on discussion rather than lecture, he said. Society also should downplay grades and upgrade learning to better prepare students for life after college.

He predicted that UNO could become a leader in Omaha, but only through the combined efforts of students and administration.

Donut Hole

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Music

Breathe for me, Presley: The King was dead . . . early

By PETER TITUS

Six years ago — on August 16, 1977 — Elvis Presley's bloated, drug-sodden body was found crumpled on the bathroom floor of Graceland, his playboy mansion in suburban Memphis. He died a grotesque parody, musically as well as physically, of the swivel-hipped singer who was swept into prominence by a nation waking up to rock and roll.

But behind Presley's degeneration lies another story, one linked to the American music industry. It dates back to November of 1955 when Elvis — under the guidance of his new manager, the crafty "Colonel" Tom Parker — signed a raft of documents tying his career forever to RCA Victor, the conglomerate record company, and to music publishers Hill and Range.

That was barely 16 months after he had recorded his first single for Sun Records, the famous Memphis independent studio that produced the country-rock sounds pioneered by singers like Johnny Cash and Carl "Blue Suede Shoes" Perkins.

During the Sun period, which was a wild time of Bible Belt barnstorming and Louisiana Hayride radio shows, Presley forged the style that would make him famous for the rest of his life. It was rooted in gospel music and the tough new urban-based rhythm and blues being blasted over Memphis airwaves, and magnified by his electrifying stage presence.

Through it Elvis was welded like steel to the birth of rock and roll. No matter how crass or commercial his later work, he would always be associated in the minds of his fans with this initial burst of astounding originality.

In his appearance on The Ed Sullivan Show in 1956, Presley was clearly being torn in two — caught up in songs that echoed his roots, then rammed into the role of schlock balladeer.

His Sun records like "That's All Right," "Good Rockin' Tonight," and "Mystery Train" are considered classics to this day. They define the music that America was coming to recognize as the breakthrough expression of an era, one that brushed aside the corrupt and conventional in an intoxicating wave of cross-cultural excitement. That can never be taken away.

Presley's career was taking another turn altogether by 1956. His best releases that year were reissues, on the RCA label, of

recordings prepared for Sun. In the meantime, what was to become a life-long assembly line of exploitation tunes was being devised for the singer by his newly-contracted big-time publishing connections.

Presley's rehabilitation as a mainstream pop crooner included a two-year stint in the army. When he emerged it was with a new clean-cut image, ready to be hustled into an elaborately planned merchandising strategy.

As rock historian Charlie Gillett notes in his book, "The Sound of the City," the decline "became 'official' when he recorded 'It's Now or Never' in a pseudo-operatic style in 1960."

The centerpiece of this game plan was a movie production schedule that resulted in dozens of cheaply-made films like "Fun in Acapulco" and "Clambake," each worse than the one before. Organized to rip off the fiercely loyal Presley audience, the pictures tied into a steady stream of soundtrack albums and other commercial spin-offs.

Elvis quickly became the No. 1 money maker for RCA, accounting for up to a quarter of its total revenues over the following decade. Between 1956 and 1962 alone, he produced 31 of RCA's 39 million-selling singles. By that time he had retreated from public performances altogether, not to return to the stage until his Las Vegas showroom period began in 1969. By then — more famous than ever — Presley was long washed up as a creative talent.

Many observers blame Elvis' downfall either on some personality flaw like greed or stupidity, or on the machinations of his slimy business associates. But neither played a decisive role in shaping his career. That was determined by laws which govern all areas of the manufacture and sale of cultural commodities.

These forces are laid out for us with special clarity in Presley's case, but they apply just as well to the many thousands of artists who disappear into obscurity, and in other media, too.

For example, in his study of the book publishing industry, "The Blockbuster Complex," Thomas Whiteside writes: "The essence of such a system is to make the promotion in one medium feed the promotion in another to achieve a maximum marketing effect in both."

Ultimately, "the mass merchandising, the hype, the frenzied pursuit of Number One . . . is in its very essence anti-art and even anti-thought."

Individuals have no control over this system. It is completely dominated by the "bottom-line" considerations of the media establishment, which have been shaped and perfected in the cut-throat jungle of competition.

In Presley's case, while feeding on the popularity established early on, the media directors were not about to risk big money on a flash-in-the-pan hillbilly cat. Instead, their models were the established, proven successes of male soloists like Perry Como and Frank Sinatra — the kings of convention. Unfortunately, it didn't take much effort to bend the pliable Presley to their wishes.

As for the universally-despised Parker, his role was certainly odious. The recently settled lawsuit that charged him with fraud and collusion in his dealings with Presley, evidently at the cost to his client of millions of dollars, is only one indicator of the

His Las Vegas showroom period began in 1969. By then — more famous than ever — Elvis was long washed up as a creative talent.

Colonel's sleazy tactics.

But basically his job was to secure the most advantageous terms for his star (and himself) within the context of prevailing forces.

It is also wrong to blame Presley himself for his fate. Albert Goldman does this in his biography, "Elvis," in which the singer is portrayed as a stupid, servile pawn with a hint of brain damage. But Goldman detests rock and roll as well, viewing it as a regressive throwback — music for morons — and winds up missing the whole point.

Certainly, Elvis played the part of pawn in many ways, but pawns don't make the rules. In this regard, I can't forget the famous clip of Presley's appearance on The Ed Sullivan Show in September, 1956, shortly after his signing with RCA.

There, in a warm and open performance, he is clearly being torn in two; at once caught up in songs that echo his roots like "Don't Be Cruel" and "Hound Dog," then rammed into the role of schlock balladeer for a tune like "Love Me Tender" — a tie-in to his new movie — which he sang with evident embarrassment.

It's a vivid demonstration of behind-the-scenes manipulations that Presley had no control over. By that time he was totally ensnared in the coils of big-money music making. And they squeezed him right to the end.

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Comment

Take the stand

At Wayne State College today member campuses of the Nebraska State Student Association are holding a Legislative Assembly.

The assembly, which concludes tomorrow, is designed to prepare strategy on issues affecting higher education that are likely to be considered by the legislature next year.

UNO students, as well as those who attend UNL, Wayne and Peru State, pay a 50-cent fee each semester that enables their campus chapter to function.

According to Executive Director Deb Chapelle, the focus of the NSSA must of necessity be broad due to the fact that the group contains both universities and colleges — institutions which are governed by different bodies.

In addition, Chapelle says, the main goal of NSSA is to protect educational interests for all Nebraska students, regardless of the size of the school they attend. That's why NSSA as a whole has not taken specific stands on specific issues that affect UNO.

And that is frustrating. We understand NSSA's position to a certain extent — a divisive fight among Nebraska colleges and universities to grab their share of the money doled out by the legislature would be pointless.

Nonetheless, we remain puzzled as to the NSSA's relative silence on UNO issues, other than general statements about how it supports better faculty salaries or that it wants to see UNO continue to grow and prosper. That's all well and good, but we think students at UNO are entitled to more.

The Legislative Assembly may be a good place to start. Besides discussing legislative strategy, it is appropriate that voting delegates, at the very least, approve a resolution in support of the UNO faculty collective bargaining unit's position with the NU Board of Regents.

Such action would add credibility to NSSA's previously stated position that it monitors activities and issues of interest to UNO.



Weekends were made for brewers and colleges

By COLMAN McCARTHY

Washington — On a recent sun-splashed Saturday afternoon at American University, a Coors beer truck lumbered up to the campus amphitheater where about a thousand students were taking in a rock concert. Inside the Coors truck was beer for the students' consumption.

Consume they did — not only 15 kegs of beer, which they guzzled like soda pop — but also the free Coors posters, which they seized as works of art to adorn their dorm walls. For their heads, they were given free Coors hats and for their cars free Coors bumper stickers.

The hard economics behind this merry free-flowing scene tells the story of the beer industry's fierce campaign to capture not only the youth alcohol market but also to create early brand loyalty that may last a drinking lifetime.

The aggressiveness of the beer companies collides with the recently aroused efforts of legislatures, Mothers Against Drunk Driving, and schools to bring under control a drug problem — alcohol abuse — that causes more than 100,000 deaths and costs \$120 billion a year.

Beer companies like Coors, Miller and Anheuser-Busch have college marketing programs. Miller employs student representatives on about 550 campuses. The payment is \$50 a week. Coors is on 182 campuses. It pays between \$150 and \$300 a month.

The reps' job is to cultivate the market, which is the student drinker and the potential student drinker. The aim is to get as

many student activities as possible to be centered around the beer can or beer keg.

The rep makes himself available to everyone from the Animal House wildmen who need a dozen kegs at the frat house for Saturday night's beer blast to financially-strapped student governments that need a beer company to pay for the rock concert.

Whether it's these events, or others like beer-guzzling contests, the rep understands that his company is not thirsty for quick profits. At American University, where the flow of alcohol is promoted by three different company reps, Coors did little more than break even at the recent concert.

A student council official reports that Coors donated \$1,200 for the musicians and made about \$1,200 in beer sales. Last year, Miller gave the AU student organization \$10,000 for five concerts at which its beer was exclusively sold.

This largesse, which makes the beer companies seem like social service agencies reaching out to the downtrodden college student, is nothing more than a well-calculated and minor business risk: Invest a little money today to gain a lot back tomorrow.

"We lose money in college marketing," said an official of Miller. "We're into short-run losses and hopefully long-run gains. We are trying to create brand awareness." Sounding like a professor of psychology, he said many college students are not yet at the "loyalty stage" but "we are trying to establish that."

Nationally, Miller appears to be everywhere doing everything. It sponsors the Miller High Life Rock Series on 40 campuses. Another program — Catch a Rising Star — provides comedians

for gigs at college pubs. The music and jokes are free when it's Miller Time.

The firm's Washington man, who came to his calling after a successful undergraduate career as a rep at American University, oversees the drinking rules at nine District of Columbia colleges. He notes that with so many campuses in one locale, the capital is the nation's most concentrated market for youthful beer drinking.

Washington's students are up to the pressure of being No. 1. Miller's man reports that the city's largest drinking function is Senior Week at Georgetown University. In last year's seven-day binge, the equivalent of 27,744 cans of beer were consumed. In the first semester of last year, Miller was involved in the staging of 40 beer parties on Washington campuses.

Beer companies profess to have nothing but the highest concern for college students. Miller says, "We're just doing our best to put on shows." A Coors official says his company has taken a "strong stand against alcoholism."

That tone almost matches the fervor of preachers at Alcoholics Anonymous. In "The Booze Merchants: The Inebriating of America," the Center for Science in the Public Interest offers a more sound analysis. It correctly portrays the beer companies on campuses as predators in "the business of creating drinkers."

Without controls on the college alcohol market, laws that raise the drinking age or punish drunk drivers are offering solutions only after many of the problems have been created.

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THE Gateway

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Reagan relies on consumers for recovery

By MORTON KONDRAKE

New York — A dramatic role reversal is under way between liberals and conservatives on the issue of federal economic policy, and Ronald Reagan is the likely 1984 beneficiary. We all will suffer the year after.

Reagan, supposedly a conservative, is acting on budget deficits and monetary policy like a profligate spender. Walter Mondale and other liberal Democrats are being cautious and responsible. Unfortunately, voters tend to prefer fun in the short term to safety in the long run.

Classically, conservatives do three important things for the country. They preserve what's best from the past. They counsel prudence in the present and they invest for the future.

Classically, too, conservatives accuse liberals of ignoring the past, squandering present resources, and acting as if there were no tomorrow.

Nowadays, though, Ronald Reagan is promoting a national consumption binge of unprecedented proportions that will discourage investment and burden future generations with debt. For him, there seems to be no tomorrow beyond Nov. 6, 1984.

Reagan ran for president in 1980 as a conservative, criticizing Jimmy Carter for one recession-year deficit of \$70 billion. Reagan put forward an economic plan that he said would

balance the budget in fiscal 1984, the one started on Oct. 1.

During the 1982 congressional elections, Reagan had the gall — knowing how out of balance his budget would be — to promote a constitutional amendment requiring a balanced budget. At least he was paying lip service to his old principles, though. Now he's dropped the subject completely.

And well he might. According to a new study by the Urban Institute, Carter's tax and spending policies would have produced a budget surplus in fiscal 1984 and beyond. The Reagan administration admits that its deficits will be in the \$200 billion range "as far as the eye can see." The Congressional Budget Office figures deficits will reach \$280 billion in fiscal 1988 unless taxes are raised or spending cut.

Democrats have every right to complain that Reagan's deficits are irresponsible, but the Reaganites know that deficits also have their uses. For years, Democrats used them to great advantage; now Republicans are turning the tables.

According to the economic rules first described in Britain by John Maynard Keynes and first put into practice by Franklin Roosevelt, deficit spending by government could be used to stimulate growth, give people money to spend, and help the economy recover from a

depression.

Keynes' rule was that deficits run up during bad times should be paid back in the form of surpluses in good times. The conservative criticism was that liberals never seemed to deliver on the pay-back part of the formula.

Now Ronald Reagan — once a Roosevelt Democrat, don't forget — is playing the same game, with a significant difference, though. Where Roosevelt and Keynes aimed to benefit the poor and jobless — "provide beer and circuses," conservatives used to say — Reagan's supply side economics is fattening rich people on Scotch and sodas and country club buffets.

Reagan probably didn't mean it to happen that way. He probably really believed that if rich people got huge tax cuts, they would save more, invest more, and help the economy produce so much more that new tax revenues would balance the budget.

But things didn't work out that way. A recession intervened, and now the president is depending on old-fashioned consumer spending to produce and sustain a recovery.

Traditional conservatives are joining liberals in warning that Reagan's huge deficits will drive up interest rates, discourage investment, and produce either inflation or recession in the long run.

One person issuing such warnings is the pres-

ident's chief economic adviser, Martin Feldstein, who is calling for a combination of tax hikes and spending cuts to close the deficit. For dissenting from the Reagan party line, though, Feldstein is being urged by many of his administration colleagues either to shut up or go back to Harvard.

Feldstein is right on his economics, over the long run. He is wrong on his politics in the short run, however. The top priority of the Reagan administration is to keep the current recovery going through November 1984 in order to make people forget about the 1982 recession and think that supply side economics really works.

Besides the stimulative deficits, the administration is depending on the Federal Reserve Board to gin up its money-printing machines in order to keep interest rates down.

It is a spending binge that the Reaganites are promoting, and they are doing it for political gain. It will be paid for, like all binges, with a hangover in the morning. In 1985, taxes will have to be raised, or the Fed will tighten interest rates and produce a recession or people will lose purchasing power through inflation.

The political task of liberals in 1984 will be to refocus voters' attention on the long run rather than the short. It won't be easy.

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Neurotica

By Karen Nelson

psst, about the faculty . . .

Excuse me, but I'd like to have all you faculty members leave the room for a while.

That's it, focus your attention on Morton Kondracke or ponder the cosmic meanings behind this week's "Big Max On Campus" strip. I'll let you know when you may come back.

As for the students, I think it's time we had a talk.

You may have noticed during your college career that some of your professors seem to be a little — well, perhaps *flaky* is too strong a word. Still, it's safe to say that college professors aren't exactly the same as you and me.

It's not their fault, goodness knows. If you had to spend up to 10 years in college as a student, your minds might be a bit fried around the edges, too. Since your future depends upon these people, however, it might be useful to learn what professors are really like.

Some college professors are shocked to discover that their students don't share their enthusiasm for such things as the use of semicolons in 14th century Gregorian chants and the influence of calculus on modern architecture. They are a dying breed, and can usually be spotted by their tendency to lecture from the same notes throughout their careers.

If you know enough people who accidentally took a class from one of these professors, you can borrow notes from a friend without worrying about being up-to-date. No matter how many classes a professor like this teaches, the notes are identical.

On the other hand, there are professors whose lecture styles change radically every semester. This is not because they are in a rapidly-changing field such as computer science. Their lectures change every time their personal lives change.

One semester, I took a course from a young teacher. I learned almost nothing about the purported subject and more than I wanted to know about his two ex-wives, his present wife, his

girlfriend and his 1980 Corvette.

The next semester, I ran into a friend who was taking the same class from this teacher. "Oh, yeah, he's the one with the Corvette. He just got married last summer, and his girlfriend was a bridesmaid," I said.

"Not any more," my friend said. "He totaled the Corvette, divorced his wife and is now living with his girlfriend and her roommate."

If you end up with such a professor, and it's too late to drop the class, sleep or read during this part of the lecture. *Do not take notes.* This type of professor is often paranoid. Note-takers are often mistaken as spies for the estranged spouse's lawyer. If this professor wants to meet you after class at a local bar, say you have a previous engagement. You may be the subject of a lecture or two next semester.

Most professors aren't like that, fortunately. They *still* aren't quite like anyone else, but the average student can learn to cope with a little practice.

The hardest thing for many students is figuring out when the professor is actually telling a joke. Most professors do not signal their jokes by resorting to the "hey, have you heard the one about . . ." gambit. This is further complicated by the fact that many professors never change their tone of voice.

There are ways to tell if your professor is trying to be funny, however. If a teacher who hasn't so much as looked at the class suddenly smiles, he or she has just told a joke. If a pause after a remark lasts more than 30 seconds, the remark is supposed to be funny. All puns are supposed to be funny, whether they actually are or not.

If the professor has said something that's supposed to be funny, the polite thing to do is laugh whether it's funny or not.

Even if you don't understand the remark, laugh anyway. Not that your grade point average is at stake, you understand. But if your teachers think of you as the only person bright enough to get the jokes . . . well, *you know*.

That's enough for today, students. OK, faculty. You can come back in now.

I wanted to check in with Phil Space, the student president/regent candidate for people who don't care, but he was at home, busily not campaigning.

"My non-campaign is going great," he said. "Since the last time I talked to you, no one noticed that I was running. I've passed out no literature, put up no posters — it's been wonderful."

"So what if people actually want to vote for you?" I asked. "Shouldn't you at least put something up in the Student Center?"

"Where?" he said. "Every bit of space has been taken up by posters for Bible studies, SPO events and the College Republicans. People just tear down posters, and I'd rather not get involved with all that."

"You'd rather not get involved with anything," I said. "You're running against three other candidates, all of whom plan to campaign somehow. How can you represent the average student if the average student doesn't know you exist?"

Space thought for what was probably the first time in weeks. "Tell you what," he said. "What I need is something people won't tear down. Something people see all the time — all right, every time you see a 'No Parking' sign from now until the end of the student elections, it really means, 'Vote for Phil Space.'"

"Hey, at least no one can accuse me of overspending my campaign budget."

And now, presenting Hugh Hefner, feminist icon!

By MAXWELL GLEN and CODY SHEARER

Washington — If an institution ever deserved to celebrate its 30th birthday without pangs of guilt or self-doubt, it's Playboy magazine.

We state this claim as the Chicago-based entertainment empire prepares to throw itself a party-to-remember next January. All Americans should mark this historic moment with the respect due a company that has kept its bearings despite three decades of change.

Such cheerleading might startle Americans who've long regarded Playboy as generic pornography, made more dangerous than its harder-core competitors by a seductively soft focus. As angry students at the University of Maryland insisted last spring, when photographer David Chan arrived to shoot the latest campus pictorial, 30 volumes of bare chests and dumb jokes aren't summarily excused.

Yet who, in their heart of hearts, can deny the magazine's numerous accomplishments, particularly in the service of feminism? After Gloria Steinem, few can match Hugh Hefner's record for statements and actions in the tra-

dition of Susan B. Anthony.

Take, for example, Playboy's decidedly progressive hiring practices. They're illustrated by Hefner's nationwide hunt for a "30th anniversary playmate."

"\$30,000 AND A YEAR YOU'LL NEVER FORGET," read an ad in The Los Angeles Times. "Search headquarters" open in 30 U.S. cities. *Now that's* affirmative action.

Or consider Hefner's up-to-date reading of womankind. The pajama-clad mastermind has kept pace over the years, boldly abandoning his infantile crush on the girl next door for a woman who sometimes thinks for herself.

Today's model, we all know, frequently takes the initiative in love, is "turned off" by the arms race and red meat, and holds a high-powered, globe-trotting job. That she disrobes at the drop of a hat is immaterial; she is a role model for modern times, right?

Being clairvoyant, however, Hefner has long realized that women alone can't move the mountains of change. That's why his magazine has actively coached its male readers to cultivate more mature views on dressing, drinking,

thinking and behaving.

So avant-garde is Playboy's perspective that a recent column on men denounced several unspeakably mindless, women-hating societies, complete with quotes from Virginia Woolf, a novelist forever in vogue with Playboy readers.

Wrote Playboy's columnist: "It may not always come through clearly, but this column loves and honors women. Its author could not have survived without them." Bravo, brave magazine!

Not surprisingly, such editorial courage extends to new frontiers, including the Playboy Channel, Hefner's crusading video project.

As its half-million subscribers can attest, the adult entertainment system features the same kind of feminists for which the magazine is famous. A shining example, according to the Chicago Tribune, is the channel's "4PLAY" series, in which a middle-aged husband falls for a 19-year-old free spirit whose "feminism" comes straight from the pages of *Cosmopolitan*.

But lest anyone dismiss these efforts as token gestures, Hefner puts his money where his mouth is. Over the years, his Playboy Foun-

dation has donated thousands of dollars to supplicant women's groups, including the National Organization for Women and the National Women's Political Caucus.

Foundation Director Rebecca Sive-Tomashfsky told our reporter, Michael Duffy, that grants and aid to women's groups last year exceeded one-quarter of the foundation's \$500,000 budget. That the financially-strapped groups have taken the money is surely Hefner's most prized endorsement.

Skeptics might question Hefner's motives for supporting groups which ought to be his natural enemies. Some may even harbor private doubts about his championship of women's rights, given his penchant for flesh. But such sandbagging is the price of leadership: Reconciling porn and feminism takes genius (and don't forget, they laughed at Edison).

So, as the birthday boy looks down the road to 40, we salute him. He has cast off the fantasies of a child for those of an adolescent. And he has aged well: After three decades, his magazine reads more like 13 than 30.

Field Newspaper Syndicate

WEEKEND ENTERTAINMENT GUIDE



This Week:
BITTERSWEET
Next Week:
STAR FIRE
8025 W. Dodge Rd.



The Lifticket
62nd & MAPLE

"For Good Times Only"

Tonight - Saturday

FAST BREAK

Sunday

TOBY BADGER

Next Week:
Tues. - Sat.

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FAC — Live music Disco
Ranch • 25¢ draws • 75¢
bar drinks 4:30-7:30 p.m.

Every Wed.:
HUMP NIGHT:
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THE ZOO
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Friday & Saturday:

Two Rooms — Two Bands:

TOMBOY
and

THE FIRM

Don't forget: 25¢ draws
on Tuesdays

BUCK NIGHT — Wed-Thurs
ALL DRINKS \$1 — \$2.50 pitchers

This Week:

BITTERSWEET

Next Week:

STAR FIRE

8025 W. Dodge Rd.



**OCEAN WAVE
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Thursday: FREE Admission
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Thurs: STUDENT ID NITE

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DUNDEE BOOTS

40th & Farnam, Food all day

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FOOD & SPIRITS

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90¢ bar drinks

Every Thursday: Live Entertainment
no cover and two
free drinks for
the ladies

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36th & Farnam

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MIKE AND THE MOONLIGHTERS

winslow



Movies

Idealists turned realists reunite in 'The Big Chill'

If you're a former '60s radical and have been feeling bad lately because you think you "sold out," go see "The Big Chill." You'll feel much better.

The movie tells the story of a group of college friends who get together again when a friend commits suicide.

They sit around talking about the good old days, play records from the '60s (admittedly much better than most of the REO/Styx/Journey sludge played on the radio today), and even do some drugs.

Most of them are very successful (Read rich.)

Tom Berenger plays a Tom Selleck lookalike who stars in "J.T. Lancer," in which he jumps into his Porsche without opening a door. He used to be a "serious" actor, and now he's feeling guilty about his success. Oh well, we all have our crosses to bear. He is pursued by JoBeth Williams, who gave up her writing career to marry a businessman.

Glenn Close, who played Jenny Fields in "The World According to Garp," plays a woman who has successfully balanced her family and career. She's concerned she's too perfect, so she has an affair.

She's married to a running shoe entrepreneur who's about to literally sell out to a big company.

Playing a People-style "journalist" is Jeff Goldblum. He's so hip, instead of wearing Izod shirts, he wears polo shirts with "no alligator" buttons. He wanted to be an investigative reporter.

Mary Kay Place plays a lawyer who started her career wanting to help people. Now she's calling criminals "scum" and working for a real estate firm. "They only rape the land," she says.

The only unsuccessful people in the group are a cynical Vietnam veteran played by William Hurt, and the man who committed suicide and brought them all together, who was a drifter. A limber Meg Tilly plays the suicide victim's younger girlfriend.

It's not that the actors do a poor job of portraying the characters; it's just hard to develop any sympathy for them.

The woman lawyer played by Place hits it on the head when she says of her '60s activities, "Maybe it was all just fashion."

In all fairness, there are some hilarious scenes in the movie, though I am mystified as to why a reviewer called it "The Feel Good Movie of 1983." I left the theater feeling depressed, a bit empty.

The film is technically well-done and well-acted. Perhaps I expected too much, but the film just didn't seem to SAY anything. After all, shouldn't a film about former radicals make some kind of statement?



Getting comfortable . . . some former radicals relax in "The Big Chill."

Like the characters in the movie, the film's makers seem to have been concerned with just how the movie looked. It was an attractive product, which is not surprising because it was written and directed by Lawrence Kasdan, who also had a hand in writing "Raiders of the Lost Ark," "Continental Divide," "The Empire Strikes Back," and "Return of the Jedi." The first film he directed was "Body Heat."

But I got the feeling this just was a movie designed to make people from the '60s who gave up their ideals feel better. It's probably a great idea.

After all, those from the '60s are in their 30s now, and members of the generation see a lot of movies. Those in their 30s in the sold-out crowd I saw the movie with stood up and ap-

plauded.

This could be the start of a new trend, when movie moguls see the receipts rolling in. Everyone will start making movies to make former idealists from the '60s feel good.

After all, the '60s generation is the establishment now, and it needs to feel justified in what it's doing today. No matter that many of its members represent exactly what they were rebelling against in their youth.

Now I get it. I'm too young for this movie. If I were 35, it probably would be the "Feel Good Movie of 1983."

"The Big Chill" is now showing at the Cinema Center and Six West Theaters.

— CHRIS MANGEN



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Sports

Naran directs improved Maverick passing attack

By LEONARD MARKS

The UNO football "Air Mavericks" have been earning their nickname lately. The passing attack becomes more obvious with every game.

UNO offensive coordinator Chuck Osberg explained: "To throw 25 to 30 times is pretty much a balanced offense, which is what we try to have here. This year, not by design but because we had to, we've ended up throwing more."

UNO quarterback Randy Naran has been passing more this season and hitting two receivers, primarily: sophomore James Quaites and senior DonMcKee.

Through the first six games of the season, Quaites leads the receiving corps with 24 receptions for 462 yards. He averages 19 yards per catch and 77 yards per game.

McKee, the second leading receiver, has 19 receptions for 205 yards. He averages 11 yards per catch and 34 yards per game.

"These two guys are good percentage players. They're going to catch it when you throw into the area," said Naran.

McKee walked on as a quarterback at UNO, but was soon switched to wide receiver. He said the change wasn't hard to make because "at quarterback you have to know what everybody's doing. I knew the plays . . . I just didn't have the experience running that position."

Naran said McKee's experience helps him. "He knows if I don't see him open (somewhere), I'm going to throw it to a different spot. It helps quite a bit for the receivers to know offensive schemes."

In 1982 McKee won the UNO Leo Pearey award for most improved player at his position in spring practice. His successor this year was Quaites, who also received the rookie of the year honor in 1982.

"Overall knowledge of the game would make him (Quaites) a better receiver, and that just comes from experience. There's not much more that he can do, other than keep seeing action," Osberg said.

As a freshman in 1982, Quaites averaged 23 yards per reception, making him one of the top three receivers on the team. But he isn't concerned with setting any records.

"I think in time it's possible that I could break some records if I keep my performance up," Quaites said. "But my goal isn't really to try to break records. I'm just trying to be the best asset that I can to the team."

Quaites emphasized the importance of team work as well as individual effort in football. "It's a willing commitment. You have to sacrifice a lot of things to play football because you have your studies and classes along with a two and a half-hour practice everyday."

Naran agreed. "A good attitude (in a teammate) is a guy who likes to play and doesn't complain, doesn't make excuses, and goes out there and gives 100 percent every time," he said.

Coming into this season, Naran's passing average was 50 percent. In six games, the junior quarterback has completed 97 passes in 161 attempts for a completion rate of 60 percent. Naran has so far totaled 1,200 yards through the air for an average of 200 yards per game.

Naran downplayed his achievements. "I really like playing the game. As far as personal best or any records to break, that would be nice," he said. "Last year I came pretty close to getting some efficiency records. You don't think about it during the game. It's just extra."

The offense has to adjust to the different defenses it faces each week. Naran said the team constantly adjusts the play to fit the need.

"Sometimes I tell the receiver in the huddle, 'Be ready be-



Kenneth Jarecke

Cranking up to fire . . . UNO quarterback Randy Naran rolls out to pass as three North Dakota State players attempt to slow down the Air Mav attack.

cause it's coming to you.' I know even before I get to the line of scrimmage who it's going to. A lot of it's just sandlot football sometimes."

So far in his career Naran has never played an "easy team." He said that he has never gone into a game thinking the outcome wasn't in doubt. "If I did I'd put money on it, and I never have," he said.

Bad seasons and slumps are realities that every athlete has to deal with. Naran said such things raise doubts in a player's mind.

"Sometimes, like in the middle of a season when you're in a slump and you're not winning, you talk to yourself. You wonder if it's all worth it. You know it is, but at the time you just want to get away for awhile."

McKee agreed that frustration breeds introspection and doubt in general. "When things are going bad, things get kind of funny in your head. You start getting real speculative, like asking what purpose does college football serve?"

Fortunately for the players and UNO fans, the 1983 campaign has been successful thus far. With a 5-1 record and a recent victory over North Dakota State, a team then ranked No. 3 in Division II and predicted to win the North Central Conference, no one is bothered by slumps.

Notes

The UNO junior varsity football team plays Kansas State at 1:30 p.m. today on Al Caniglia Field.

UNO is 1-1 after losing to Iowa Central and defeating Missouri Western earlier this season. Unless a game with the UNL junior varsity is re-scheduled, this will be the last UNO j.v. game of the season. There is no admission charge.

Volleyball

The 22-1 Lady Mavs compete at the Nebraska Wesleyan Invitational tournament tonight in Lincoln.

The team was ranked eighth in Division II last week and is expected to move up after last weekend's victory over sixth-ranked Minnesota-Duluth at the North Dakota State Invitational.

Cross Country

The UNO men's cross country team will run in the South Dakota State Invitational meet tomorrow in Brookings, S.D. The men are fresh from their first place finish last week at the UNO Invitational.

The women's team will run at the Midwest Classic at Drake University in Des Moines.

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UNO defends NCC lead against Augie tomorrow

By ERIC OLSON

UNO will put a 5-1 record and No. 6 rating in Division II on the line tomorrow when it faces Augustana College at 2 p.m. in Sioux Falls, S.D.

Maverick head coach Sandy Buda said the Vikings, 3-2 in the North Central Conference, are on the brink of becoming a good football team. "This year they have 17 starters back and are solid now. They have a very good offensive scheme," he said.

Leading the offensive attack for the Vikings is running back Todd Hernandez. The 5-10, 190-pound senior rushed for 134 yards on 17 carries last week in Augustana's 28-6 win over St. Cloud State. For the season he has averaged 5.2 yards per carry and has four touchdowns.

Sophomore John Schultz may be the best young quarterback in the conference, according to Augustana head coach Lyle Eidsness. Schultz has completed 51 percent of his passes for 1,017 yards and seven touchdowns this season.

Augustana's success this year has come as a surprise to NCC followers. After being picked to finish seventh in the league by coaches and the media in pre-season polls, the Vikings find themselves now sitting in third place. "Pre-season picks are nice for the fans. But if they determined the season's outcome, we wouldn't have to play," said Eidsness.

Buda takes a similar stance on the Mavericks' No. 6 ranking. "We try to ignore the ratings as much as possible. They are only significant at the end of the year," he said.

Thoughts of winning the conference are also downplayed by Buda. The team is taking one game at a time in searching for the elusive NCC crown, which UNO has never won.

"We are one step closer to our goal, but we aren't looking past the next step on the ladder, which is Augustana. There are no breathers," Buda said.

In preparing for tomorrow's game, UNO must find a way to overcome Augustana's "radar" defense. This type of defense involves

using no down linemen and eight or nine players as linebackers.

"On a trap play, where the left guard is supposed to take on the first down lineman outside of the tackle, he can't because there is no down lineman there. He must adjust mentally to look for the first man there standing up," Buda said.

Eidsness said he uses the radar defense because it fits the personnel. "We don't have the big, strong physical linemen. Our quickness with no down linemen compensates well. It's hard for opponents to run outside on us," he said.

So far this year the Augustana defense has given up 17 points per game in conference play.

Buda also must contend with the NCC 45-man travel limit. Along with not being able to take players who deserve to go, players are forced to play while tired and run the risk of getting injured, he said.

"If you play a player such as defensive tackle at offensive tackle, you can be putting your quarterback in danger," said Buda in reference to the travel limit.

Statistically, UNO finds itself in the middle of the pack despite being atop the conference standings. Buda said individual statistics are extra, but it comes down to winning and losing.

"The only stats that matter are scoring of defense and scoring defense. The rest is just icing on the cake."

"We never have anybody No. 1 in individual statistics. It's always been my philosophy to play everyone because it's good for morale," he said.

Injuries are much improved from earlier this season. The Mavericks will have all of their running backs available for the second straight week.

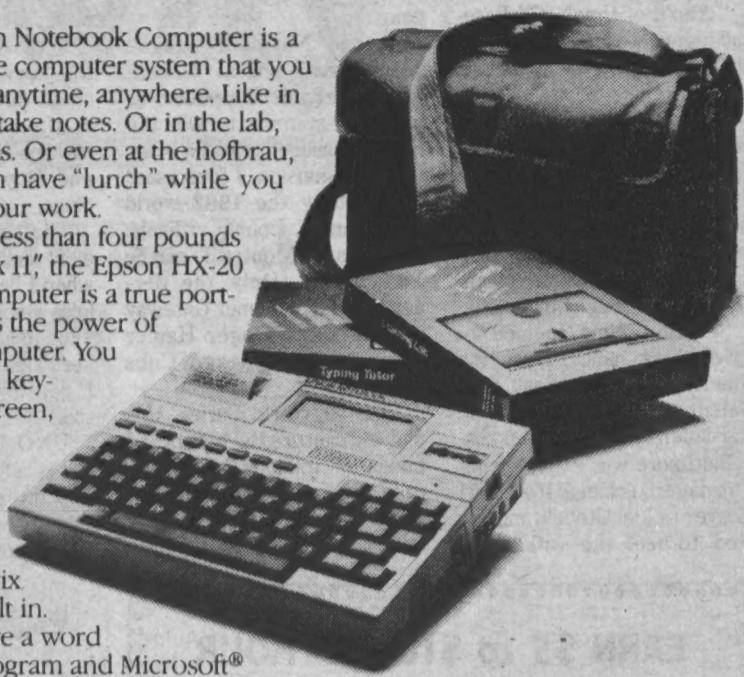
Defensively, senior safety Kirk Hutton is doubtful for this week's game and probably will not make the trip. Junior Darryl Peitzmeier will start in his place.

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Down he goes... A Creighton soccer player (foreground) is about to hit the turf at Rosenblatt Stadium in a match earlier this season. The UNO player in white is already there.

This is the UNO soccer team

The UNO soccer team is off to a good start with an 8-2-1 record, according to coach Peter Kassy-Farkas.

"These kids have really played competitive soccer," said Kassy-Farkas of his defending championship team.

The club's biggest win came against William and Jewel at the Concordia Invitational, he said. UNO lost the Mayor's Cup to Creighton 1-0 and also lost to Dordt College of Iowa.

Kassy-Farkas, in his

eighth season as coach at UNO, has won more than 150 matches. He also said this year's team has "beaten some top-notch clubs."

Soccer is a non-varsity sport at UNO. Thus, scholarships are unavailable for recruits.

"These players come out because they know UNO has a quality soccer team," said Kassy-Farkas. "We've had some good soccer players over the years."

Kassy-Farkas said he has

the highest winning percentage among active college soccer coaches.

UNO, which plays in the Northern States Conference, has either won or tied for league honors in six of the last eight seasons. All but one of the club's remaining matches will be played at Caniglia Field. Contact Kassy-Farkas for game times.

Other teams in the conference are South Dakota, South Dakota State, Augustana and Dordt.

"I think it might be fun to run a newspaper!" Thus spake Charles Foster Kane.

We won't let you run the Gateway, or use words like spake, but we do need writers.

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No Heroes

By Kevin Cole

"Who'd of thunk it?" Baseball legend Casey Stengel's famous solecism goes double for me.

Philadelphia and Baltimore in the World Series caught quite a few people by surprise this year. Both teams came on late in the season to win their respective divisions, and then captured their league championships in four games.

Several teams seemed to have better chances to win the American League East than Baltimore. I predicted the star-laden New York Yankees.

Baltimore was experiencing a managerial change from Earl Weaver to Joe Altobelli and figured to feel the withdrawal

pains.

In the National League East, Philadelphia's "wheeze kids" weren't supposed to have the stamina to win the title. In baseball's brutal black and blue division, I forecasted a repeat by the 1982 world champion St. Louis Cardinals. Others said Montreal, maybe Pittsburgh. (Only the deranged mind of former Gateway sports editor Roger Hamer thought the Chicago Cubs might win.)

Like all World Series, this one will capture the hearts and minds of millions of Americans. And, as always, this series sends me back in time to my youth when all games were

played during the day.

In those days the series was the hum of excitement that swept through a classroom fed by the reports of small boys with pocket transistor radios and tiny flesh-colored ear plugs.

The series was the benevolent smile of Sister Joanna when I handed her my second false illness excuse during the 1964 bout between the Yankees and the Cards. (Where'd I get it? Dad stayed home, too.)

UNO baseball coach Bob Gates, a former scout with the Baltimore Orioles for 11 years, remembers the sound and feel of many past series as

well.

"I remember the 1934 series between St. Louis and Detroit. I was in second grade and I wanted to skip school again because Dizzy Dean was pitching against 'Schoolboy' Rowe in the final. The Cardinals won that game 11-0."

Gates said he picks the Orioles to defeat the Phillies in six games. We spoke before the first game on Tuesday, won by Philadelphia. His reasoning is based on the fine four-man pitching rotation that served the Birds so well this year — Flanagan, McGregor, Martinez and Boddicker.

But Gates has been around too long to think that anything

in baseball is for sure. "In

1954 the Cleveland Indians had probably the greatest pitching staff of all time. Bob Feller, Early Wynn, Bob Lemon and Mike Garcia. They had won the most games in all of baseball and everyone said they'd win in four straight over the New York Giants. Well, the Giants with Willie Mays, who made probably the greatest catch of all time in that series, won it in four straight."

"Who'd of thunk it?" I guess that's what keeps sending grown men back to their days of youth. It's the hum of excitement that is the World Series.

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PERSONALS:

FATHERLESS BOYS AND GIRLS need a volunteer Big Brother or Big Sister for friendship 3 to 4 hours a week. Call Ronald Troy at 339-9720.

GAY & LESBIAN Student Organization's next meeting, Oct. 25. For more information, call 556-2355 between 6-8 p.m., Mon. thru Thurs.

THE MUSLIM STUDENT organization will meet this Friday in the Gallery room, MBSC, at 3 p.m. Applications for membership are now being taken.

WANTED:

SOMEONE TO SHARE GAS TO Miami, FL., Oct. 23-29. If interested, call 554-0447 or 553-5580.

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